

Application 09/852,497

PATENT

DOCKET: 4022-4001US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Vigil et al. **Group Art Unit:** 3622
Serial No.: 09/852,497 **Examiner:** John L. Young
Filed: May 10, 2001
For: INTERACTIVE INTERNET ADVERTISING AND E-COMMERCE
METHOD AND SYSTEM

AMENDMENT AND RESPONSE UNDER 37 C.F.R. §1.116
AND REQUEST FOR RECONSIDERATION

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This Amendment and Response under 37 C.F.R. § 1.116 and Request for Reconsideration is submitted in response to the January 15, 2004 Examiner Interview and the Office Action dated November 25, 2003 of which a three-month shortened statutory period for response was set. Favorable reconsideration of the above-identified patent application is respectfully requested in view of the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 18 of this paper.